FSC-59-B	4/8/98
SUBJECT: Transferring RJR Match Dollars to Base	

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

(Please distribute to Sales and Retail Representatives.)

Objective: Explain issues related to transferring RJR Match Dollars to Base for discount spending for 1998.

Purpose: Inform Field Sales personnel of importance of transferring RJR Match to Base.

- In 1998, RJR Match dollars spent on **discounting programs are to be transferred to Base**:
  - To accurately measure the promoted volume generated from the Retail Accrual Program.
  - To alleviate administrative burden of using separate reporting codes for discounting payments when making payments to accounts for RJR Match.
  - To ensure accurate reporting of 1099 MISC income for the retailer.
- If RJR Match "dollar" denomination reporting codes are used, promoted volume is understated.
  - When Base reporting codes are used, true denominations of placements are reported, which generates more accurate promoted volume.
- It is important to select the proper BRAND reporting code, especially with the use of multi-brand preprinted coupons.
- By using the true denominations and brand for the discount spending, we have a realistic indication of what value and level of promotion is needed in responding to our competitors' activity. This information will also help ensure enough resources are available for your retailers.
- **Please use the following steps in spending RJR Match:**
  (Remember: Match dollars should be used for point-of-difference promotions.)

Match Discounting
1) Plan Spending
2) Transfer Dollars from Match to Base
3) Pay program utilizing **DISCOUNTING** Reporting Codes

Match Non-Discounting (including premium items)
1) Plan Spending
2) Leave Dollars in Match
3) Pay program utilizing **MATCH** Reporting Codes
4) Inform retailer to retain documentation for any of these programs for 1099 tax purposes

Program Contacts: Anne Cullip, extension #1401
Jim Perry, extension #4360

R. J. REYNOLDS TOBACCO COMPANY

51859 9534

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To: Noonan, R, Ridge, Robert, Smith, Richard A., Cote, Raymond A., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Pianowski, Robert J., Wallon, Laura J.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 4/15/98 10:16
Opened: 4/15/98 15:58
Subject: FWRD: Transferring RJR Match Dollars to

resending - please disregard if you already received...

========== <Forwarded Letter> ==========
From: 1610 - Buffalo ROU (BRZEZIE)
To: #1622Syr
Subject: FWRD: Transferring RJR Match Dollars to
Posted: 04/15/98 10:02
Priority: Normal Priority

forwarding the following - please direct any questions to your Division Manager.....

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: Transferring RJR Match Dollars to Base
Posted: 04/08/98 15:03
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note
From: Davis, Carla C.
To: 1000 - North East Sales Area
1100 - Boston Region
1110 - Boston ROU
1140 - Boston Chain
1200 - New York Region
1210 - New York ROU
1240 - New Jersey Chain
1244 - New York Chain
1300 - Philadelphia Region
1310 - Philadelphia ROU
1340 - Philadelphia Chain
1600 - Buffalo Region
1610 - Buffalo ROU
1642 - Syracuse Chain
1645 - Buffalo Chain
1700 - Pittsburgh Region
1710 - Pittsburgh ROU
1740 - Pittsburgh Chain
1742 - Harrisurg Chain
1744 - Cleveland Chain
1800 - Cinncinati Region
1810 - Cinncinati ROU
1840 - Cinncinati Chain
1842 - Louisville Chain
1844 - Columbus Chain
1846 - Indianapolis Chain
Albers, Gary <KAM> 1846
Alessandra, Cheryl <AM> 1645
Battle, Herbert <AM> 1642
Belniak, Mike <KAM> 1140
Bomgardner, Denny L. <KAM>1340

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Sweeney, Junie <KAM> 2643
Taylor, David A. <KAM> 2648
Thomas, E. Frank <KAM> 2242
Tress, Anthony <KAM> 2148
Trimm, Krysti <AM> 2640
Ward, Jeffrey <AM> 2148
Wass, James A. <KAM>
Weber, Fred <RBM> 2600
Williams, Duane <ROM> 2610
Subject: Transferring RJR Match Dollars to Base (FSC-59-B, 4-8-98)
Date: 1998-04-08 15:03
Priority: 3
Message ID: 1D96489E4DCED111A4F200805FE66D93
Conversation ID: Transferring RJR Match Dollars to Base (FSC-59-B, 4-8-98)
Attachments:
FSC59B.DOC

[[FSC59B.DOC : 4868 In FSC59B.DOC]]

CC: MacWilliams, Lori

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